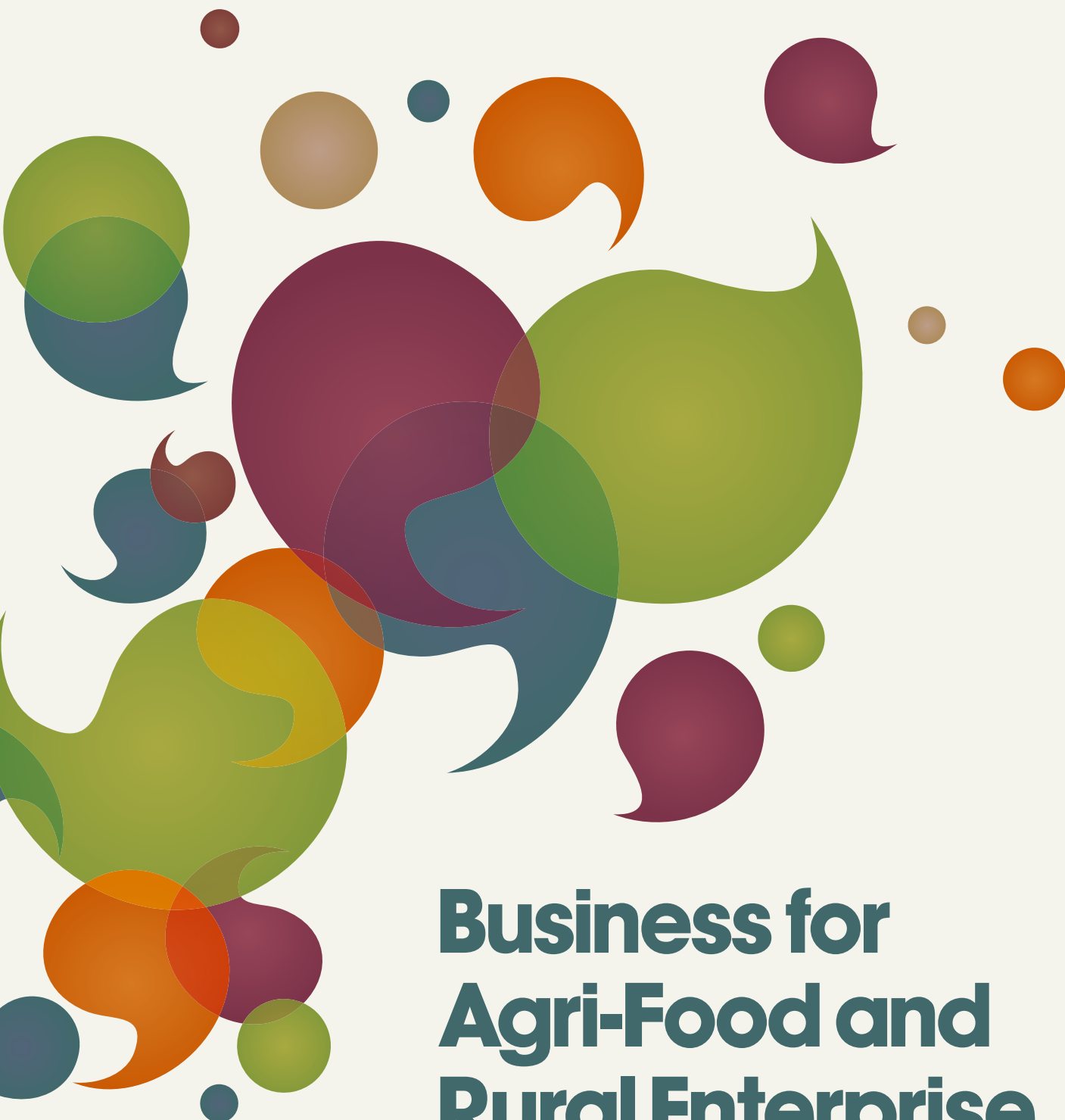




**QUEEN'S
UNIVERSITY
BELFAST**

 **cafre**
College of Agriculture,
Food & Rural Enterprise



Business for Agri-Food and Rural Enterprise

Course prospectus



DAERA
Department of Agriculture,
Environment and Rural Affairs
www.daera-ni.gov.uk

Our Programmes

- Master's in Business for Agri-Food and Rural Enterprise
- Postgraduate Certificate in Business for Agri-Food and Rural Enterprise
- Postgraduate Diploma in Business for Agri-Food and Rural Enterprise
- Graduate Certificate in Business Communication for Rural Enterprise

visit us online
www.cafre.ac.uk

Introduction

The College of Agriculture, Food and Rural Enterprise (CAFRE), in collaboration with Queen's University Belfast offers a suite of postgraduate based at Loughry Campus. These courses have been developed to enhance personal and professional communication, organisation, management and analytical skills. The courses have been designed to meet the demands of the fast paced, innovative and dynamic agri-food and rural sectors in Northern Ireland.

Aim

To develop knowledge, competencies and confidence, enabling graduates to achieve positive change and development within Northern Ireland's business sectors.

Our approach

The programmes promote learning through a number of active and novel approaches such as problem-based learning exercises, project work, case study analysis and research. Students are encouraged to reflect upon their personal and professional development and to identify areas which they need to further develop or practice.

The programmes

Our Master's Degree programme is offered on a full-time and part-time basis. To attain a Master's (MSc) qualification, students will embark on Postgraduate Certificate and Postgraduate Diploma courses. After which independent research is undertaken to complete a thesis to attain the final award of Master's in Business for Agri-Food, Food and Rural Enterprise.

Our programmes have been recognised as delivering unique learning experiences to students. With exceptional teaching standards from supportive tutors and smaller than average class sizes, delivered from a friendly campus environment, you can be assured of a first class learning experience.

The full-time postgraduate course normally consists of three days of class per week with additional weekdays allocated to self-study and assignments.

The part-time postgraduate courses are delivered one evening per week.

In addition to the postgraduate courses we also offer a Graduate Certificate programme. It is a part-time course, taught one afternoon per week and on successful completion of the programme you can apply to study on the postgraduate courses (see page 5).

We place a strong emphasis on continuous assessment, with all of the final marks coming from module assignments, exercises and assessments.

Structure of our Postgraduate courses

Course element	Full-time route		Part-time route	
Postgraduate Certificate (taught)	Term 1	Sep - Dec	Year 1	Sep - May
	Modules	1-3	Modules	1-3
Postgraduate Diploma (taught)	Term 2	Jan - May	Year 2	Sep - May
	Modules	4-6	Modules	4-6
MSc Research Thesis (independent research with supervision)	Term 3	July - Sept	Year 3	Sep - May
Overall duration	1 calendar year (September to September)		3 academic years (summers off)	

Students who successfully achieve a minimum of 50% in all six modules of the Postgraduate Certificate and Postgraduate Diploma programmes may complete an approved research thesis to attain their MSc qualification.

Postgraduate Certificate in Business for Agri-Food and Rural Enterprise

The Postgraduate Certificate develops the skills required by supervisors/ managers to affect positive change in the business sector. The course consists of three modules, which provide an introduction to the core business concepts of the programme and concentrate on the specific skills required by the rural business sector. During the Postgraduate Certificate students complete a teaching/training project in an appropriate learning environment.

Module titles

1. Skills to affect change within businesses.
2. Rural business dynamics.
3. Integrating learning with business needs.

Examples of topics covered include: developing others, motivating and providing leadership, facilitating organisational change and communicating effectively in a range of business contexts.

Course duration

- Normally completed during semester one of full-time study (September to December) or year one of part-time study.

Entry requirements

- Applicants should normally possess a BSc (Hons) Degree at 2:2 or above.

We welcome applications from a diverse range of Primary Degrees (please check the suitability of your qualification with Queen’s Admissions).

OR

- Students who have successfully completed the Graduate Certificate in Business Communication for Rural Enterprise (obtaining a minimum of 50% in each module) may progress on to the course. (See page 8)

Progression

On successful completion of the Postgraduate Certificate students may progress on to the Postgraduate Diploma course.



“I found the programmes at Loughry fantastic. I have developed my business and communication skills alike. The courses are flexible enough to fit in around work and family life. I progressed through from the Graduate Certificate course and continued to study part-time and was delighted to collect my Master’s qualification at Queen’s University, Belfast.”

Gael Gildernew
Mid Ulster District Council

Postgraduate Diploma in Business for Agri-Food and Rural Enterprise

The Postgraduate Diploma course builds upon the aptitude developed during the Postgraduate Certificate by augmenting the skills of planning, implementing and evaluating change at an organisational level. An industry, local business or work-based practical learning project is integrated into the course.

Module titles

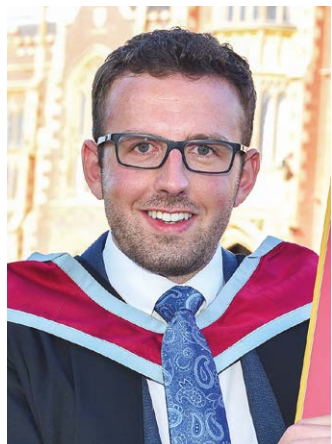
4. Research and development.
5. Planning and evaluating change management programmes.
6. One optional module from: Business communication, Innovation management or Rural enterprise development.

Course duration

- Normally completed during semester two of full-time study (January to May) or year two of part-time study, following successful completion of the Postgraduate Certificate.

Progression

On successful completion of the Postgraduate Diploma students may progress on to the MSc research element of the programme.



"The programmes at Loughry are tailored to be applicable to working life, through group projects, class discussions and individual assignments. The course lecturers are very approachable and encouraging. Completing the programme has been highly beneficial in developing my business skills. I was delighted to graduate from Queen's University in July 2019 with my MSc qualification."

Richard Gibson
Aurivo Cooperative Society Limited



MSc research thesis

Students, with the support of a recognised teacher, undertake research to demonstrate independent, innovative and creative thinking. Primary data is collected, analysed and presented within a three module weighted 16-18,000 word research thesis.

Due to the diverse nature of the programme and the interests of our past students research topics have been varied. Examples of previous research titles include:

- Irish dairy expansion: an investigation into the decision making process and factors that influence new entrants into dairy farming and expansion of existing dairy farms.
- Factors and barriers affecting change in rural business.
- The knowledge, attitudes and behaviours of consumers in relation to dietary fat.

- An investigation into consumers' attitudes and perceptions of copycat brands within the UK food grocery industry and their effect on brand equity.

Duration

- Full-time students complete their research thesis during semester three of their one year course (July- September).
- Part-time students complete their research thesis as their third year of the course (September-May).

Entry requirements

- All students will have successfully completed the Postgraduate Certificate and Postgraduate Diploma courses prior to progressing on to the MSc.



"With a background in food nutrition, studying on the postgraduate courses developed my business skills allowing me to integrate effectively into a commercial role within a fast paced innovative food company. I found the course fitted well around my full-time employment. The course offered a good balance of theory with practical activities integrated which made learning very enjoyable."

Janice McNutt
Gilfresh Produce



Graduate Certificate in Business Communication for Rural Enterprise

The Graduate Certificate course is designed to enhance your personal development and career prospects. The course best meets the needs of those working in the agri-food, rural business and community sectors offering those with limited formal qualifications but relevant work experience the opportunity to gain a recognised award.

The programme offers a friendly learning environment making it easy to take that 'step back' into education. We recognise the value of work and life experience and realise that it can be difficult to find the right opportunity to restart your education. This course has been developed to offer the unique opportunity to study for a Queen's University recognised award opening up progression pathways to allow you to progress on to attain postgraduate qualifications.

Many past graduates have said through achieving the award they have gained employment or it has given them the confidence to continue with their education.

Module titles

- Personal communication
- Business communication
- Information, communication and learning technology

Course duration

- Normally completed over one year of part-time study, one afternoon per week.

Entry requirements

- Applicants normally have a Pass Degree or Higher National Diploma, or equivalent qualification. (Please check with Queen's Admissions regarding the suitability of your qualification).

OR

- Applicants who do not meet the above requirements will be asked to demonstrate relevant experience in the agriculture, food, community or rural sectors.
- GCSE English and Mathematics at Grade C or above (or equivalent qualification).
- A reference from a current or recent employer will be required.

Applicants undertaking the final year of an undergraduate Honours Degree, in a relevant subject, will also be considered to study on the Graduate Certificate course.

Progression

On successful completion of the Graduate Certificate (minimum of 50% attained in each module) students may apply to study on the Postgraduate Certificate in Business for Agri-Food and Rural Enterprise (see page 5).



"I felt having completed the Graduate Certificate I strengthened my skills in personal communication, business planning and ability to use technology. The course gave me the confidence to continue my studies. Having been in employment, I decided to take a break from work and enrolled on to the full-time postgraduate course. I aim to graduate with a Master's in Business for Agri-food and Rural Enterprise."

Simon Hegarty
Student



Why study with us?

- Improve your business communication skills
- Heighten your capacity to manage change effectively
- Enhance your decision making skills
- Develop superior project management knowledge and ability
- Improve your work performance
- Develop skills across a range of work situations
- Manage resources successfully
- Amplify your confidence when dealing with people
- Further your career progression
- Open up new career prospects



Employment opportunities

Employees are considered to be the most important asset in an organisation and therefore their ability is paramount to business success. There are numerous opportunities in the public and private sector for our graduates who demonstrate they have the education, training, imagination, ambition and drive.

Our students enter with different qualifications and develop a range of competencies, hence there is a wide variety of jobs our graduates are qualified to undertake. Students develop an assortment of core skills, such as good communication, organisational and team working which are prerequisites for almost every job. These skills and the additional practical knowledge built within the programme are transferable to a range of situations

and have enhanced and widened students' ambitions and career choices. Part-time students have previously attributed improved job performance and promotions to the course, whilst full-time students found the qualification of benefit when applying for a diverse range of roles and for funding for their own companies in some cases.

Study tours

Students on the MSc course may be offered the opportunity to visit or study outside of Northern Ireland. Such study tours are subject to numbers and approval on an annual basis. In some cases, study tour participants may be able to apply for partial funding through the ERASMUS programme at Queen's University, Belfast or other travel grants, subject to availability and conditions.



What our graduates say



"While studying at Loughry I found the staff very supportive and approachable. I was delighted to graduate with a Distinction, in the area of Rural Enterprise Development. Through completing the course I have gained confidence in my own skills, abilities and now have copious amounts of knowledge that I use in my job as a Business Lecturer. I would encourage anyone to further their studies at Loughry – it proved a great choice for me."

Christopher McMinn
Lecturer



"I can honestly say that doing my Master's Degree at CAFRE was a thoroughly rewarding and enjoyable learning experience. I learnt so much about myself whilst developing my skills . The programme opened up so many additional opportunities and new networks for me. It's refreshing to have an opportunity to research into a piece of work which offers the potential to make a real contribution.

Having completing the MSc, I gained confidence and have become more determined. I am now considering to enrolling on to a PhD research programme. Part-time postgraduate study is a lot of hard work but so worth the rewards. My three years at CAFRE passed so quickly with the help of teaching staff who were there any time and ready to support you. I'd recommend studying at Loughry Campus to anyone."

Kingsley Harrison Agoha
Insurance Executive



"After graduating with a BSc in Agricultural Technology, I felt there was more I needed to learn. My degree provided a good technical base of knowledge, but I lacked the skills to apply it effectively. Within minutes I knew this course would both challenge and develop me professionally. Over the course of the year I developed the ability to look at research and practices in a more discerning way. I have recently started work as a Technologist at Greenmount Campus, where presentations to larger audiences are a regular occurrence. Also, establishing why research and trial work results may be presented in certain ways, enables me to question them objectively which has proven a very valuable tool in my professional arsenal."

Martin Kirk
Agriculture Technologist



"I studied for a primary degree in Agricultural Technology which was a Queen's course offered in conjunction with Greenmount Campus. After graduation I decided to continue my studies for a higher level qualification that would complement my background in agriculture but also broaden my horizons into different areas, such as food and business. The MSc course at Loughry certainly did that! Through completing modules in marketing and communications I feel equipped with knowledge and skills which will be adaptable in many different business sectors."

Jenny Mairs
KTP Associate with Queen's University and Moore Concrete



Location

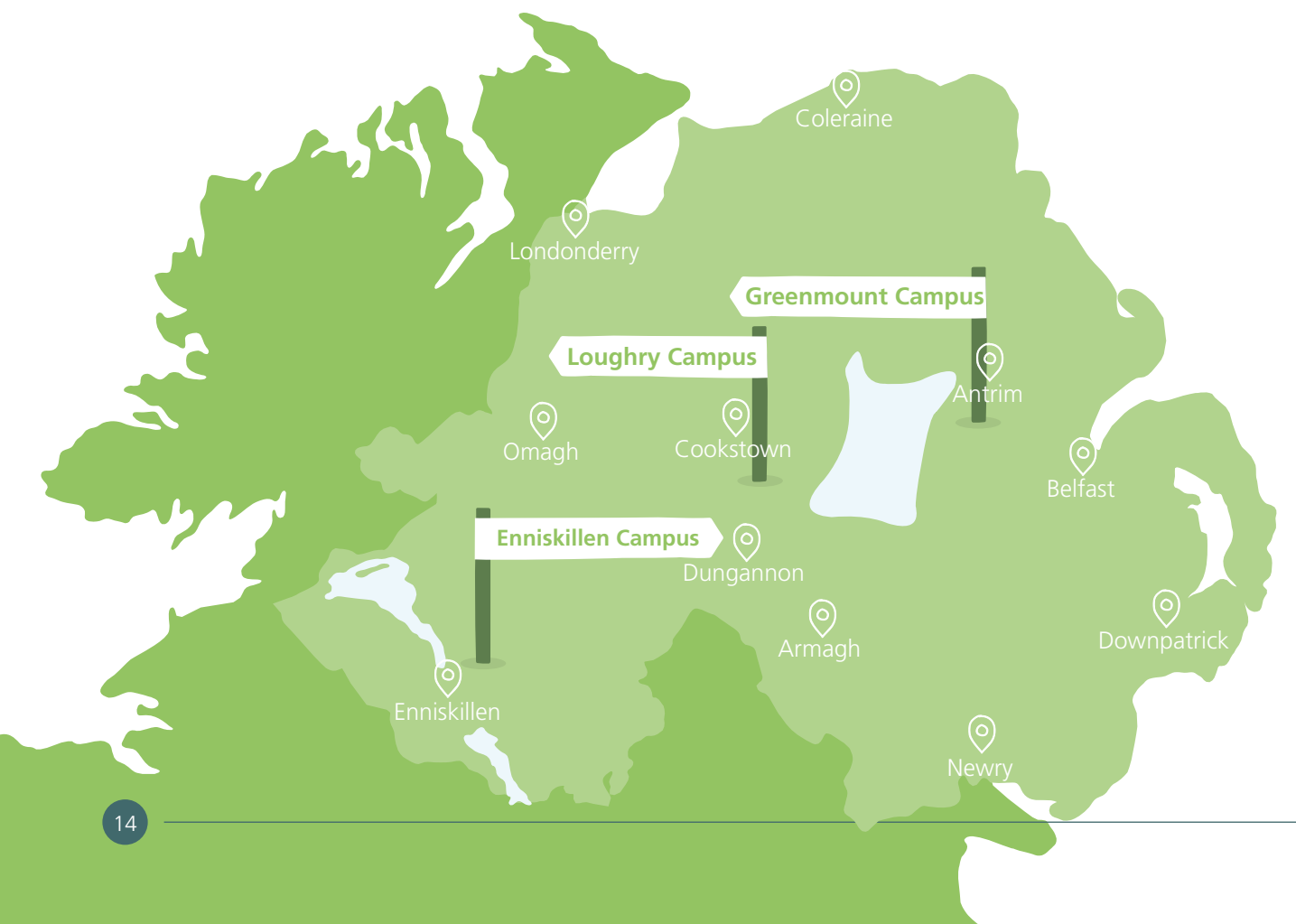
Loughry Campus

Loughry Campus is located on the outskirts of Cookstown, just off the main A29 carriageway (BT80 9AA). With its location in central Northern Ireland, the campus is easily accessible and has free parking for students.

The campus is equipped with up-to-date computer suites and library

facilities, which have a comprehensive range of books and journals and on-line computer databases. The audio-visual facilities include a full range of digital projection equipment, desktop publishing and video editing suites.

The course may be delivered using a combination of remote and lecture based teaching.



How to apply

All the courses detailed in this prospectus are listed under the taught postgraduate programmes section of the Queen's University website.

(<https://www.qub.ac.uk/courses/postgraduate-taught/>).

To apply for a course access the link above, select the 'apply now' box which leads to the direct applications portal. We have created a video to offer you assistance through the application process. The video can be accessed on our website: (<https://www.cafre.ac.uk/study-at-cafre/course-finder/postgraduate-courses/>)

Course fees

Course fees are competitive but subject to change on an annual basis. Please contact one of the course team using the Freephone number **0800 028 4291** for the latest fees information.

Open Days

Our Open Days provide an ideal opportunity to view the facilities, meet the staff and gain a better insight into the different components of the course. We normally hold three such events per year, in April, June and August. Please check our website, (<https://www.cafre.ac.uk/study-at-cafre/open-days/>) for details of our next Open Day.





For further information contact:

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